



◆ Skills & Tools

Community & Marketing

- ◆ Community Building
- ◆ GTM Strategy
- ◆ Campaign Management
- ◆ Spaces & AMA Hosting
- ◆ Brand Voice
- ◆ B2B Partnerships
- ◆ Crisis Comms
- ◆ Event Management

Design & Production

- ◆ Art Direction
- ◆ Photoshop
- ◆ Illustrator
- ◆ After Effects
- ◆ CapCut Pro

AI & Development

- ◆ Vibe Coding
- ◆ AI-Enhanced Workflows

◆ Education

B.S. Communication
Summa Cum Laude

◆ Languages

English Native (C2)
German Basic (A2)

◆ Hobbies & Interests

- ◆ Video Games
- ◆ Making Memes
- ◆ Touching Grass
- ◆ Learning Things
- ◆ Shipping Stuff



Community Manager ◆ Brand Designer

X: @icygobrrr ◆ 📧: @icygobrrr ◆ CET ◆ Remote ◆ Portfolio: icybear.fun

◆ Summary

Crypto class of 2021. Experienced across community, marketing, design, and operations. Grew X audiences from 8K to 50K+ and Discord from 2K to 10K+ across three launches. Fluent in internet and crypto culture. Chronically online.

I pour as much love into the details no one realizes they notice as the details they can't help but appreciate.

◆ Independent Work

Creative Director

Icybear

Feb 2022 – Present

- Built web3 persona to 6K organic followers
- Ran consistent weekly Spaces and livestreams with loyal audience
- Gained enough visibility to be scouted into the BeraTone role
icybear.fun ◆ Design + Build 2026
 - Interactive portfolio built as a working desktop OS and a separately designed mobile OS
 - Shipped solo with AI-assisted development
 - Live moderated guestbook, a restorable save system, and a shareable interactive quiz

◆ Experience

Community Manager and Brand Designer

Genesis Technologies

Jan 2026 – Apr 2026

- Sole community & design hire on a 5-person team (Treasure Hunter)
- Led visual content and GTM strategy for the pre-launch campaign: 6.2K+ unique users in 30 days
- Produced product trailer: 2.8K+ views in 24 hours from a fresh unbottled account, zero ad spend
- Hosted 8 AMAs as the brand voice
- Sourced and closed 3 partnerships, pitch through activation

Community Manager and Lead Designer

BeraTone

Jan 2024 – Nov 2025

- Led marketing for the BeraToners mint: sold out at \$250K
- Managed brand and socials for a 50K+ X and 10K+ Discord community
- Ran mint crisis comms: community backlash over supply details, restored trust and sentiment before launch
- Built Discord programming including event contests and classes that trained members to produce branded content
- Designed BeraTone's official sticker pack: adopted as the community's primary reaction set across Discord and Telegram

Community Manager and Lead Designer

Tubby Cats

Feb 2022 – Dec 2023

- Ran weekly community programming for 25K+ X and 10K+ Discord: AMAs, game days, art streams
- Art directed a globally-distributed 6-person art team
- Directed 400+ attendee live event at NFT NYC 2022: venue, partnerships, merch, logistics
- Produced recurring art drop program as a live attendance incentive

